He harnesses words to help sell electricity

E. L. ANDREW

"OH, ST. PATRICK was an engineer," lustily caroled the senior engineers at Wisconsin in the spring of '16. But to E. L. Andrew, St. Patrick has become the patron saint of merchandising and advertising as well.

Andrew liked engineering and had an excellent record in his work. But even in his high school days, he had been interested in writing. And that interest grew as he wrote for the annual, was successively editor and business manager of the Wisconsin Engineer, and was advertising manager of the Engineers' Famous Minstrel Show. He received his degree fully determined to harness words to help sell electricity.

At that time railroad advertising fascinated him. There was romance—and adventure—in the great tangle of tracks spread across the continent. So he applied and was accepted for a place in the Westinghouse Graduate Students' Course, hoping some day to do railroad advertising.

A month after he started the course he was made an instructor. For six months he had classes in the morning—then was free all afternoon to browse through the Westinghouse plant and learn those things that have made him valuable in the direction of Westinghouse advertising. But that's getting ahead of the story.

"What's the future with a large organization?" That is what college men want to know, first of all. The question is best answered by the accomplishments of others with similar training and like opportunities. This is one of a series of advertisements portraying the progress at Westinghouse of college graduates off the campus some five—eight—ten years.

Andrew left the educational department to be a requisition clerk handling requests for literature on Westinghouse irons, fans, toasters, percolators. Here he got his first glimpse of merchandising electrical appliances—an activity that was soon to rank with railroad electrification, marine engineering and the other important branches of the Westinghouse business. Andrew grew up with this development. He was one of the men who organized the merchandising section of the advertising department, which has remained under his charge since that time.

But his activities have been wider than this. Because of his understanding of both electricity and advertising, he was made assistant to the advertising manager, giving particular attention to national advertising. With the growth of the merchandising department, sales promotion also came under his charge.

Today he is manager of the sales promotion section of the merchandising sales department, head of the merchandising section of the advertising department, and assistant to the advertising manager.

To engineering graduates interested in technical writing and advertising, Westinghouse offers an opportunity for realizing ambitions to the full.

Westinghouse

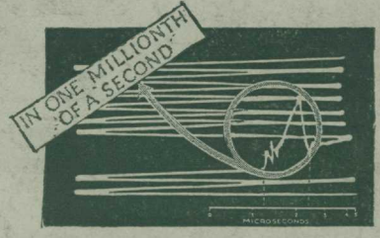
WESTINGHOUSE ELECTRIC

When lightning seems as slow as a glacier

It is easy to photograph a glacier because it moves but a few feet a year. But to photograph the effects of lightning on electric circuits—effects that come and go in millionths of a second—would seem impossible. Yet there is a man-made machine operated in the laboratories of the General Electric Company that does just this. It makes even lightning seem slow.

In the machine a swift-moving stream of electrons flashes across a photographic film. It dances out of its path when the freakish currents, caused by lightning, surge along the wires. There on the film is the footprint of lightning.

It has made possible a study of the working of a lightning arrester—the ingenious device that protects the costly equipment of the power house as well as the very lights in your home.



Above is one of the photographs—oscillograms they are called. The jagged curve is produced by the lightning. The surge traveled at the rate of thirty miles a second but it was recorded, and in the amazingly short time of one-millionth of a second.

Upon such scientific achievements as the cathode-ray oscillograph—lightning's camera—is the confidence in General Electric equipment founded. Many of these achievements are better known. The modern developments in x-ray, the service that has made MAZDA lamps a staple of commerce, the modern small motor that has taken drudgery out of household work—these are some of the milestones of progress.

610-19DH

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK